



# FALL

# 20

# 22

SEMI-ANNUAL REPORT

inigo  
communications

# MEMBERS AND APPRENTICES

## Directors

**Gabriel Paredes Reyes**, *Firm Director*  
**Sarah Barbour**, *Chief of Staff*  
**Alex Lydon**, *Account Director*  
**Marielle Sorhondo**, *Public Relations Director*  
**Jacqueline Southwell**, *Copywriting Director*  
**Matt Reishus**, *Design Director*

## Account Team

**Jane Gustafson**, *Chicagoland Chamber of Commerce Account Coordinator*  
**Tate Ericson**, *Avionos Account Coordinator*  
**Madeline Hill**, *United Airlines Account Coordinator*

## Creative Copywriting Team

**Anna Hietpas**, *Copywriting Coordinator*  
**Frankie Karpowicz**, *Copywriting Coordinator*  
**Jeanne Arnelle Tonye-Mbog**, *Copywriting Coordinator*  
**Ellie Reppen**, *Copywriting Coordinator*

## Creative Design Team

**Mariana Chavez Jimenez**, *Design Coordinator*  
**Bethany Valente**, *Design Coordinator*  
**Emily Luft**, *Design Coordinator*  
**Ellie Landt**, *Design Coordinator*

## Public Relations Team

**Isabella Yarbrough**, *Public Relations Coordinator*  
**Lexi Arrell**, *Public Relations Coordinator*  
**Madeleine Litka**, *Public Relations Coordinator*  
**Madeline Ganoe**, *Public Relations Coordinator*  
**Natalie Doyle**, *Public Relations Coordinator*  
**Sam Ludeke**, *Public Relations Coordinator*

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## LETTER FROM OUR FIRM DIRECTOR

Going into our sixth year as an agency, we are proud of the productive and enriching semester we had. From day one, our staff has been committed to putting their best foot forward, going above and beyond with the deliverables we produced. As a group, we built stronger relationships with each of our clients, Avionos, United Airlines, and the Chicagoland Chamber of Commerce, and solidified bonds within the agency.

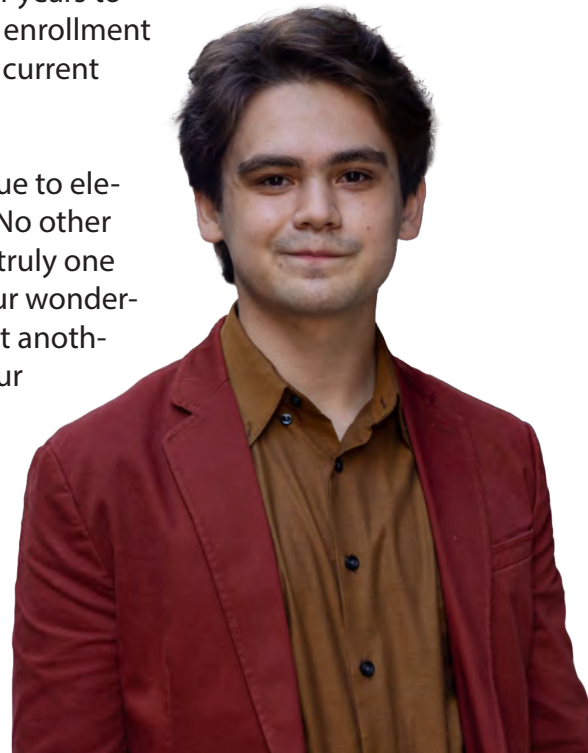
After meetings with our clients this past spring, our directors and Account Team knew there was a lot to be done. This semester, our biggest goal was improving our alignment throughout the agency, aiming to improve the structure with which we operate. The addition of the Creative Copywriting team to our roster this semester elevated the work we produced and served as a bridge between our Design and PR teams. With this new structure, we were able to dive deeper into our deliverables and expand our skill sets.

Building off our structure in previous semesters, we implemented the use of proposal presentations. These let our clients and coordinators be more involved with deliverable brainstorming from the beginning, creating a more immersive environment at the start of the semester. We also utilized more points of feedback throughout the semester, giving our staff the opportunity to share their thoughts and continuously grow from deliverable to deliverable. Incorporating these strategies allowed each team to showcase their talents to get the most out of their hard work.

At the heart of Inigo's internal work lies our Corporate Communications team. We aimed to improve their involvement with the agency and explore new ways to implement their skills. The head of this team, our Chief of Staff Sarah Barbour, was an incredible asset to both myself and the rest of the agency, getting us into a rhythm that led to success. We were able to achieve several of our internal agency goals this semester and will continue to build upon these for years to come. With our Recruitment Coordinators leading the enrollment process, next semester we welcome a mix of new and current staff members.

It has been my pleasure to see the Inigo's work continue to elevate and succeed throughout my time in the agency. No other Chicago university has a program like this, making us truly one of a kind. The connections and advice we gain from our wonderful mentors are further proof that this is more than just another class. I have the upmost confidence that Marielle, our next Firm Director, will excel in her position and bring innovative ideas to the table. We are excited for the upcoming semester, and I can't wait to see what Inigo accomplishes next!

**Gabriel Paredes Reyes**



## LETTER FROM OUR FACULTY ADVISOR

Resilient, attentive and disciplined – this semester Inigo exhibited its maturity as an agency. While we faced a number of unexpected developments and quick-turn changes, our ability to adapt resulted in some of our highest quality work to date.

Learning to flex with uncertainty and to stay meticulous as we push toward creative solutions to our clients' challenges is what Inigo is all about. We are grateful to our three clients who understand what it is to be true co-partners in education and in professionalism and who give us the opportunity to problem solve in real time right along with them.

With Avionos, our longest standing client, we have world-class role models in good communication practices. They treat us like professionals, giving us solid useful feedback and pushing us to do our best work. The results of our positive client-agency dynamic shows in the work, such as our Little CEOs newsletter and first foray into securing strategic partnerships.

United Airlines trusts us to support them on something critical: safety and operations. From the non-disclosure agreement we sign (9 pages of intense legal copy) to the time on the tarmac "under the wing" to the communications we produce to help keep employees and aircraft safe, our experience with United is the very definition of REAL.

The Chicagoland Chamber of Commerce gave us a high-profile opportunity this fall to help shape and boost their most senior leaders' online presence and reputation. Our staff took seriously the rare privilege of providing counsel to executives as we did intensive research and built their social media plans.

All of our clients have an admirable commitment to helping the next generation of communication professionals learn what it takes to succeed. We are grateful to them for their willingness to partner and foster the Inigo experience.

Thank you also to the dedicated members of Inigo, to our mentors from Golin and the industry practitioners who coach us, to all of the alumni who come back to work with us, and to the administration and faculty of Loyola's School of Communication. Your continued support of our program is invaluable. We appreciate each and every one of you.

**Cheryl McPhilimy**



# ABOUT INIGO

Inigo Communications prides itself on being Chicago's first and only student-run communications agency. Beginning in Spring 2017, Inigo has evolved from an idea to a thriving agency working with real-world clients. By Fall 2017, Inigo had an established name, structure, and signed on three clients. Over the past five years, Inigo has worked with 21 different clients from diverse industries, creating a variety of different projects such as short and long-form videos, content calendars, social media audits and more.

The structure of Inigo has evolved several times over the years, with the inaugural Creative Copywriting team originating in Fall 2022. Adding a new team allowed Inigo to dive deeper and complete a wider variety of projects.

Inigo has consistently delivered high-quality work, which is why all three clients for the Fall 2022 were returning clients. This hard-working attitude is how we earned mentor relationships with Chicago-based agency Golin, won the Future Founder Start-Up of the Year Award in 2018 and landed client mentions in Forbes and the New York Times.

This semester Inigo has continued to grow, with the addition of a fifth team, Creative Copy. While we may have expanded, the sense of unity remains constant. Inigo has always been a place where driven, hardworking, young professionals can gain hands-on experience and find community.

All of Inigo's members have contributed to the success of this agency and molded it into a 'learning laboratory' where students can continue igniting conversations and sparking results.



# CLIENTS



United Airlines is a premier airline company serving millions of passengers domestically and internationally based in Chicago. Throughout our partnership with United Airlines, Inigo has been able to create various content for the internal team covering safety procedures.

"United has been a really great client. Juan is very friendly and informative. One of my favorite experiences as the account coordinator for United was going to O'Hare and learning more about below and above the wing safety."

-Maddie Hill, United Airlines Account Coordinator



Avionos is a B2B e-commerce marketing company that provides digital strategies and solutions to over 40 clients looking to benefit their performance. This semester Inigo has worked to showcase Avionos' clients, as well as their Little CEOs leadership camp.

"Working with Avionos has been awesome! We've met frequently throughout the semester and they are very responsive and always give me everything I need! They've also always been clear on what the expectations and goals of the deliverable are."

-Tate Ericson, Avionos Account Coordinator



Chicagoland Chamber of Commerce represents influential business across various major industries, providing resources to its members to create a dynamic economy. This semester, Inigo created multiple deliverables analyzing and elevating the voice of the Chamber's executives for each of their social media accounts.

"I have greatly enjoyed my two semester long partnership with the Chamber. As a college student, it has been an invaluable experience being able to form genuine client relationships with their marketing team"

-Jane Gustafon, Chicagoland Chamber of Commerce Account Coordinator





## Avionos came to us with 3 Main Goals:



Improve the sales team's LinkedIn content marketing to increase efficiency and brand awareness



Establish Avionos as a key voice in educating the entrepreneurs of the future and driving workplace gender equality

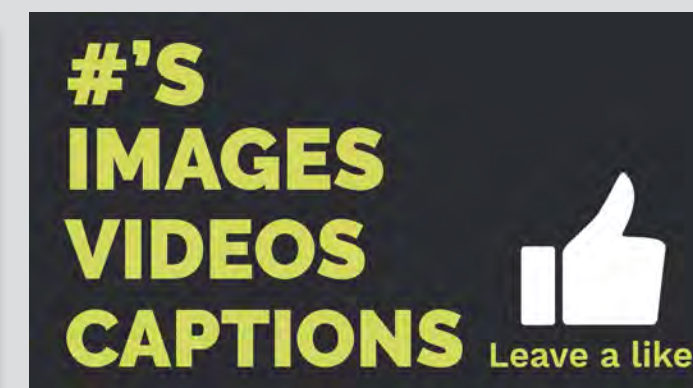
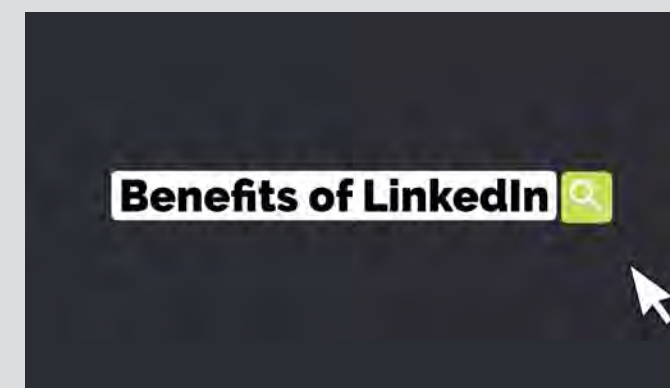


Promote brand awareness by creating a new content series on LinkedIn, the largest social media base for Avionos

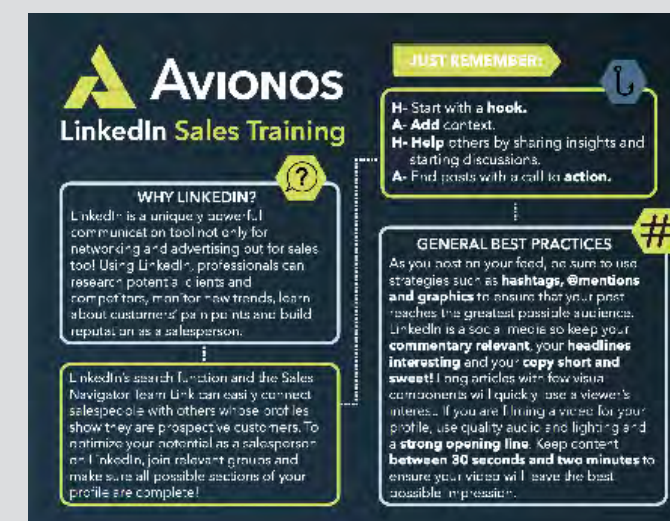
## LinkedIn Sales Team Training

In order to help the Avionos' sales team develop their social media presence and further their ability to acquire clients via the platform, Inigo created a customized LinkedIn Training Guide that could be shared internally. The guide consisted of a one-page document describing why LinkedIn is a valuable platform, as well as the recommended usage of hashtags and graphics. Inigo also created three short videos that spoke to why Avionos should use LinkedIn, the general best practices on LinkedIn and the do's and don'ts of a good LinkedIn post. The goal of this deliverable was to ensure the sales team's understanding of how to best leverage Avionos' content on LinkedIn to generate more leads and reach broader audiences.

## Training Videos



## LinkedIn Content Calander





## Little CEOs Newsletter

The Avionos Women's Leadership Network came to Inigo with the goal of promoting their Little CEOs camp. Little CEOs is a weeklong camp that helps young girls develop entrepreneurial skills and create a business plan of their own with the mentorship of professionals. To increase awareness amongst the target audience of Chicagoland parents, Inigo produced a bi-monthly e-newsletter for potential camp attendees and their parents. We completed the first newsletter, ready-to-go for Avionos to send out, and additionally created a template for future use. The newsletter highlights women making strides in the business world and historical events for women's rights to inspire the young girls and parents who read it. Additionally, Inigo members conducted an interview with the enterprising young CEO who started her own gymnastics leotard business. The interview serves as a great example to the girls receiving the newsletter to show the tangible possibility of creating a company and running it successfully, no matter their age. For engagement purposes, we included an interactive workbook of activities such as coloring sheets, word searches, and fun facts about inspirational women.



Avionos Girl's Leadership Network Newsletter

### WHY AM I RECEIVING THIS NEWSLETTER?

Hello hello! Welcome to Avionos Girls' Leadership Networks' bi-monthly newsletter. In this quick digest, our AGLN team will send you (and your daughter) a quick round up of upcoming herstory, what's happening with AGLN (and our favorite event of the year, Little CEOs), and send a mini activity book focused on empowering young girls by learning about amazing women in history.

### HOW SHOULD I USE THIS NEWSLETTER?

We're glad you asked! This is a quick reminder for you about strong women and major events that have helped advance women's rights over the years. We will also include a feed of quick and easy activities your daughter(s) can do to learn about women past and future who have made a difference for girls and women around the world.

You can download and print off the activity book below as an educational tool for your daughter to complete. To keep the learning going, reference the conversation questions below to talk about the featured historical event or individual in your daily conversations. Let's get started!

### THIS MONTH IN HERSTORY:

**November 1, 1848** - The New England Female Medical School was opened, the first medical school for women.

**November 14, 1889** - Journalist Elizabeth Cochran, aka Nellie Bly, sails around the world in 72 days, 6 hours, 11 minutes, and 14 seconds, beating the fictional record set by Phileas Fogg in Jules Verne's *Around the World in Eighty Days*.

**November 15, 1887** - Georgia O'Keefe, an innovative painter known for her paintings of flowers, is born.

### CREATIVE BRIEF FOR YOUR LITTLE CEO

TAKE ME TO  
PRINTABLE WORKBOOK!



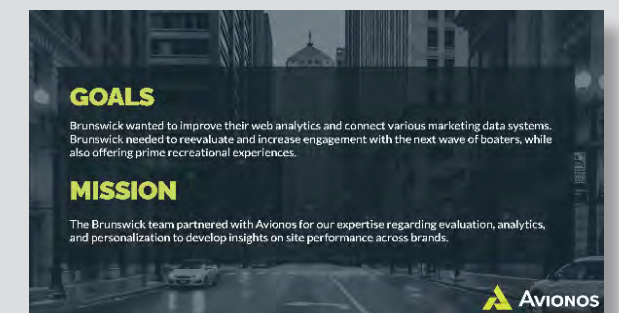
"We need more women in positions of power, equality in pay, and we can continue to further these causes by being vocal and having our voices heard"

### SPOTLIGHT Mousumi Behari

Mousumi Behari is the founder of AWLN/AGLN and leads the Digital Strategy practice at Avionos. With extensive experience in ecommerce strategy and implementation in both the B2B and B2C space, she is focused on helping retailers enable their digital journey through prioritized, data driven decisions. Mousumi focuses on helping businesses define their strategic goals, build the right KPI model to measure those goals, mature business capabilities and finally ensure the adoption and engagement of technology for a successful project. Mousumi has written and been quoted in several articles on digital transformation. She also is a strong advocate for women!

## Featured Client LinkedIn Post Series

For this deliverable, Avionos wanted to focus on building brand awareness. The Inigo team proposed a LinkedIn post series to provide a continuous stream of content on their social media that promotes their work to potential clients and builds credibility. Inigo created a LinkedIn carousel graphic about Avionos' work for its client Brunswick, outlining the initial challenges faced by the client and Avionos' solutions. To begin, the PR team conducted research on the best LinkedIn practices to implement in the carousel, such as the best days and times to post, eye-catching images that stand out on the feed, and various copy styles that would appeal to the target audience. Using this information, the Creative Copy team created a new hashtag for Avionos to be used throughout the LinkedIn post series to establish cohesion and increase reach. The Creative Design team transformed the KPI data from case study into visually appealing graphics to effectively show the success of Avionos' work. In addition to the carousel, we created a template following a narrative arc to be used again for other client success stories.





# UNITED



## United came to us with 2 main goals:



Reengage employees with everyday safety best practices



Establish employee trust and belief in the new United safety branding

## Safety Posters



In order to promote safety amongst the ground workers at United Airlines, Inigo created key safety poster campaigns to be displayed on televisions in the break rooms at United. We began by studying the safety pamphlets and protocols provided by United and conducted research on the most important safety tips for ground workers, specifically pertaining to cold weather protection, hearing protection, seatbelt usage, cargo loader safety and slips/trips/falls. The copy team condensed the safety tips from our research into pithy captions to accompany images of United ground workers doing their job. We consistently utilized the tagline "No Small Roles in Safety" and integrated United's brand colors and logo throughout the deliverable to establish uniformity. Through visually appealing, memorable and engaging posters, this deliverable aimed to promote the safety and wellbeing of United's employees.



## Short-Form Videos



To teach appropriate safety practices to the new generation of under-the-wing employees, United collaborated with Inigo to create new and engaging social media content. We created five short-form videos covering safety practices for wing-walking procedures, jet-bridge operations, driving, operational safety zones and wireless headsets to be posted on United's Safety Team social media pages. To collect content for these posts, five Inigo members were invited to the O'Hare Airport in Chicago to capture footage of the safety practices in action. The Creative team utilized a stenciling effect to transform the still images taken on the trip into short motion graphics, making the content more engaging and visually appealing for United's younger demographic target, according to our research. Each post featured United's signature branding to create cohesion across the videos.

### Wing Walking Safety



### Jet Bridge Safety



### Driving Safety



### Hearing Safety

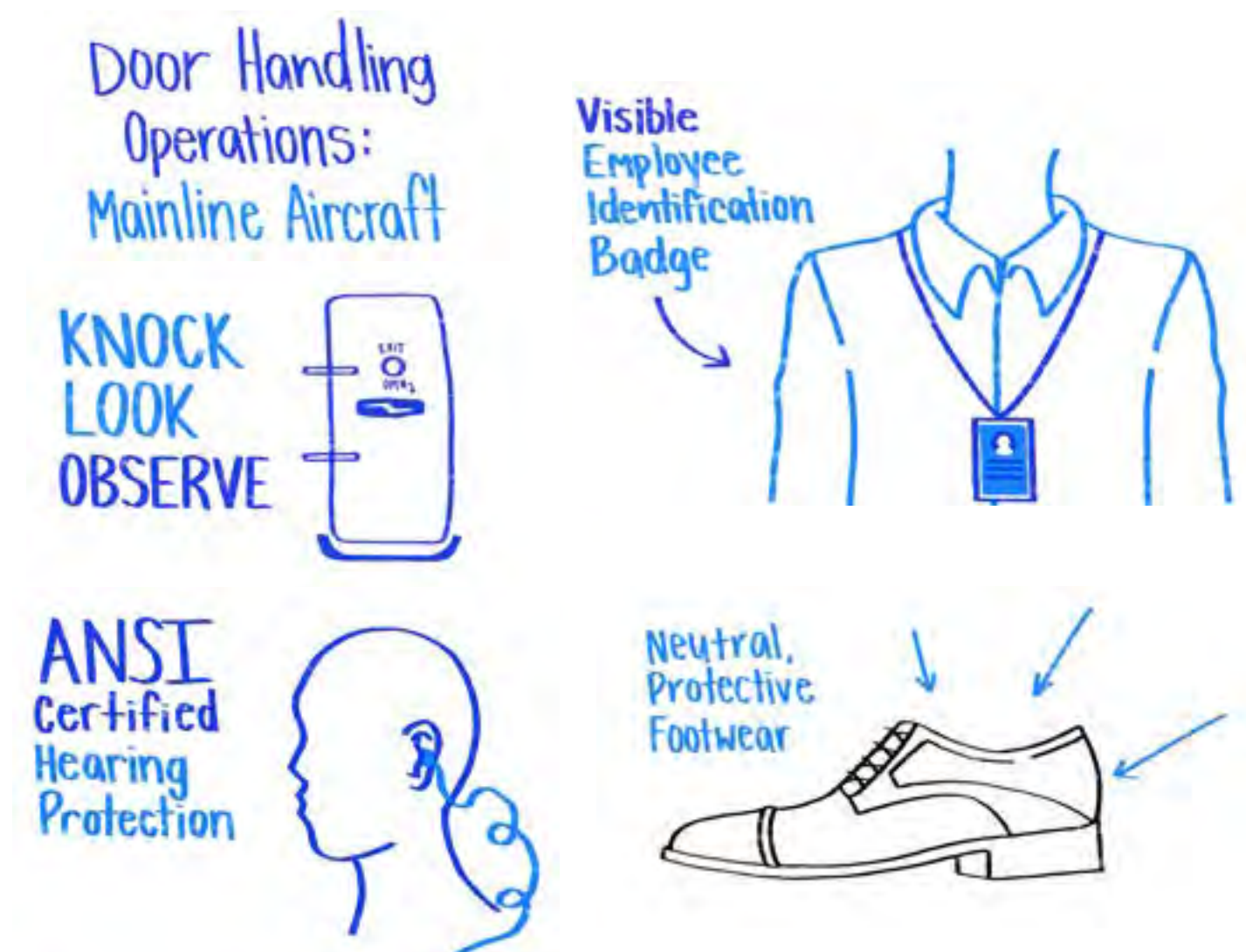


### Operational Safety Zones

## Safety Reorientation Video Content



In order to ensure continued compliance with necessary safety procedures, United Airlines asked Inigo to create a one-minute video to present to its under-the-wing employees at monthly safety meetings. The safety procedures covered included proper usage of personal protective equipment, how to safely operate a jet bridge, and door-related procedures on the jet bridge. The video was to be engaging and informative to both current and new employees. Prior to creating the video, Inigo members performed in-depth research on jet-bridge safety to ensure up-to-date accuracy. To create the video, the Creative Copy team wrote a script that addressed all safety procedures within the short time frame and the Creative Design team created digital sketches and animations to bring the words to life.







THE CHICAGOLAND CHAMBER OF COMMERCE  
CAME TO US WITH 2 MAIN GOALS:



Position the Chamber as a thought leader in the Chicago business space



Boost membership engagement

Executive Team Social Analysis

The Chicagoland Chamber of Commerce came to Inigo with the goal of enhancing its Executive Team’s social media platforms to reach a wider audience and promote the Chamber’s initiatives. To begin, we conducted extensive research on the executives’ LinkedIn, Facebook, Twitter, and Instagram accounts and created a social media audit. The audit contains side-by-side comparisons between each Chamber executive and a respective competitor listing the strengths and weakness of their social accounts.



Using this information, we provided personalized strategies and recommendations. Each strategy ultimately aimed to increase brand awareness, generate audience engagement and recruit new members to the Chamber. This audit laid the foundation for the following deliverable, a social kit with specific post ideas for each executive in line with our recommended strategy.



Finding	Jan Kostner	Olivia Bedi
Posts/Activity	<p><u>67 Posts in the Past Year:</u></p> <p>Shared posts via The Chamber's and Others' Pages</p> <p>Original Posts about The Chamber</p> <p>Personal Interest Posts, i.e., News Articles, Life Updates, Etc.</p> <ul style="list-style-type: none"><li>Averages six likes</li><li>Averages one comment</li><li>Averages one share</li><li>Averages around six posts/ month</li></ul>	<p><u>60 Posts in the Past Year:</u></p> <p>Some Shared Posts via Company's and Others' Pages</p> <p>Many Original Posts about the Company and Personal Interest, i.e., News Articles, Life Updates, Etc.</p> <ul style="list-style-type: none"><li>Averages 20 likes</li><li>Averages five comments</li><li>Averages two shares</li><li>Averages five posts/ month</li></ul>



# Executive Social Kits

Continuing from our work from the first deliverable, Inigo developed three Executive Social Kits for the Chamber’s leaders. We took our previous recommendations and paired it with research on LinkedIn best practices, hashtags and posting times to create three mock LinkedIn posts for each executive that they could use verbatim, or as inspiration. Each post was informed by the executive’s recommended social media strategy to demonstrate how those suggested actions would operate within the LinkedIn feed.



Jack Lavin

Post 2

Caption

I want to give a shoutout to an organization that fosters inclusion for those with intellectual and physical disabilities. This organization has offered opportunities for so many families around the world, including my own. On Wednesday, Nov. 30, Special Olympics Chicago/Special Children's Charities will be hosting a reception to celebrate the athletes who take part in Special Olympics Chicago. This event will also recognize organizations vital to the development and continued support of Special Olympics Chicago. All proceeds from the event will go towards supporting athletes with developmental and intellectual disabilities in Chicago. Learn more: <https://secure.qgiv.com/event/eveningreception2022/>

Hashtags

#SpecialOlympics #Fundraising #Chicagolandchamber

Reasoning

This post is a great way for your audience to get to know you more personally. By sharing about a cause that is important to you, you can not only provide information on how to attend the event but open the door for potential new conversations about more ways to support Special Olympics as well. The hashtags could also bring new users outside of your usual audience to the post, creating new connection opportunities for your network.

CHICAGOLAND  
CHAMBER OF COMMERCE

One post raised awareness for the Special Olympics based on our recommendation that the executive share his personal passions to be more relatable and personable on LinkedIn. Other mock posts included copy, hashtags, and graphics along with justifications for how each post complements the executive’s online personality.



# Executive Campaign Plans

After creating specific posts for the Chamber’s executives, Inigo designed personalized content calendars for the executives to provide a six-month overview of what to post, when and why. Each executive received a calendar spanning December 2022 to May 2023 with personalized post suggestions, ranging from posting an article to interacting with the LinkedIn feed by liking and commenting. The content calendars provide structure and strategy for effective, optimal interactions on LinkedIn to increase activity and engagement on the executives’ accounts.



Jack Lavin's Posting Schedule

Days to Post

The best days of the week to post are Tuesday, Thursday, Wednesday and Friday (Jeromchek). These days have the most activity and people are more willing to engage during the middle of the week and before the weekend.

Times to Post

The best times to post are generally in the mid-morning hours and has been shown on LinkedIn to be the most active hours for engagement (Jeromchek). Specifically, 10 a.m. to noon and 2 to 3 p.m. are the times when most people are on LinkedIn. The times can be adjusted and experimented with to figure out when Jack's audience is the most active as lunch breaks and meetings have the potential to create different engagement patterns.

Frequency of Posts

It is optimal to post two to three times a week because it will encourage community building and audience attention. However, given his busy schedule, we have recommended two posts per week for most of the calendar. This can be supplemented by interacting with Jack's feed (liking and commenting) on a third day to build community.

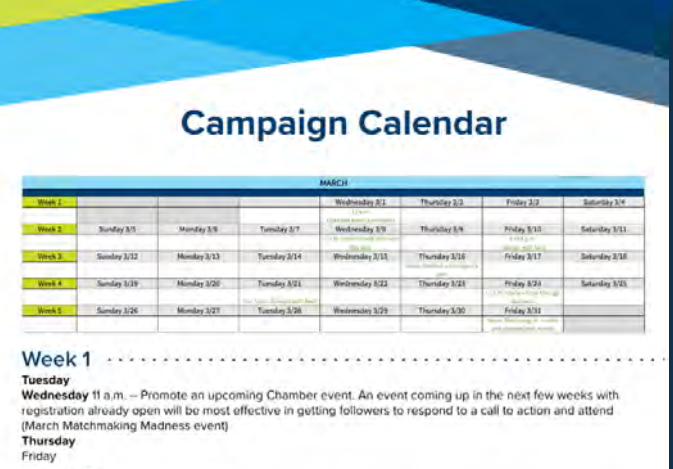
Examples of Effective Content

Personal Posts:

It is important for the audience to connect with Jack on a different level aside from business, as was exhibited by Jack's Special Olympics post. Jack's audience will be able to relate to him and want to engage with his other posts as well.

Support Colleagues:

Jack will be able to grow connections by showing support for other people in his field and spotlighting his colleagues' accomplishments. This will show his teamwork skills as well and create new networking opportunities with different communities.



Chicagoland Chamber of Commerce Executive Campaign Plan, December 2022-May 2023

Week	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Week 1							
Week 2							
Week 3							
Week 4							
Week 5							

KEY

Jack Lavin  
Jan. 1  
Brad Green

NOTES



Inigo's Corporate Communications team treats Inigo as a client of its own. The team actively promoted internal victories through social media and email channels, recruited new members and hosted events to aid in the staff's professional development. This semester, the Corporate Communications team was condensed from five positions to only two: Promotions and Recruitment. This new structure helped develop direct proposals and execution of work throughout the semester. The proposals created by our team outlined the team's goals for the semester and were presented to the entire Inigo staff for feedback. We worked closely with the Chief of Staff to ensure the smooth facilitation of deliverables.

This year, our Corporate Communications team put on the first ever Professional Development Night composed of a panel of current communications professionals who hosted mock interviews, resume reviews and portfolio critique. The event proved to be successful in further educating staff members on networking techniques and interview skills. We are very thankful for our mentors' and alumni collaboration and their dedication to the success of Inigo's staff!

### Promotions

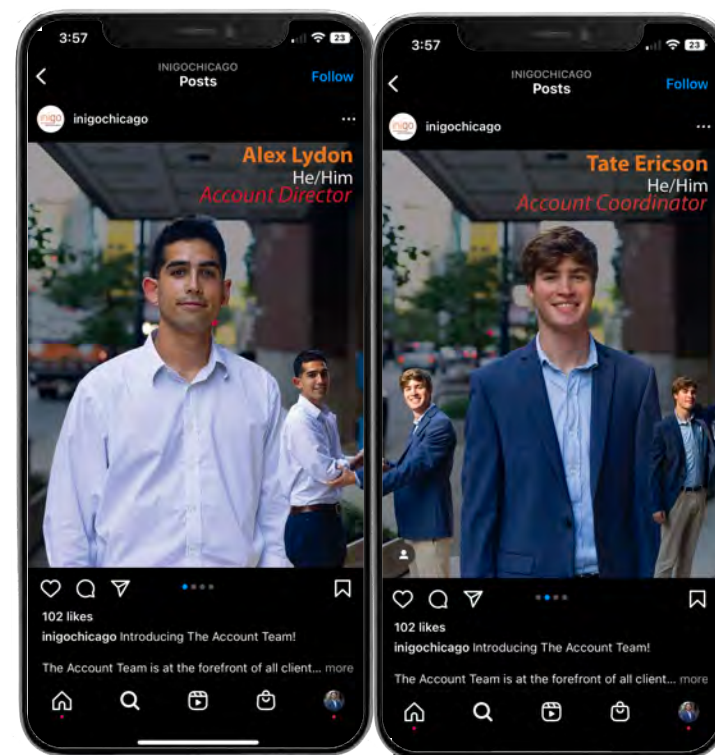
The need for social engagement through online mediums continues to grow, expanding within the communications field. The promotions team offered a unique experience for promotions team members to create content for promotional channels as well as track and analyze metrics to see the value of their virtual communications. Following the previous Corporate Communications team's work, we continued to focus our outreach on Instagram to communicate with students and potential new

members. Coupling meaningful content and messaging with tracking key performance indicators (KPIs) allowed us to fine tune our messaging on email and social media. Social media engagement has become a huge part of how Inigo communicates with potential new members. The cross-promotion of recruitment information on various social media channels was crucial in the success of recruitment events this semester.

Throughout the semester, the promotions team put extra emphasis on the newsletter design and backlinks to the Inigo website to track recipient engagement. Testing variables such as sending dates and times helped maximize our subscriber open and click rates and allowed us to adjust our plan of action for future email newsletters. Staff used similar metric tracking to see monthly and weekly engagement rates on Instagram and LinkedIn. The increased emphasis on metric tracking offers Inigo staff experience in experimenting with various data analysis and reporting tools. As we prepare for future semesters, the promotions team is creating content calendar outlines and outlining standard operational procedures to aid in a smooth transition and continue the growth of the program!



*Professional Development Night Fall 2022*



*The "Meet The Teams" Series Post*

### Recruitment

Creating a team of diverse students was at the forefront of all recruitment planning this year. We expanded our class visits to go beyond courses within the School of Communications in order to reach students of different years, majors, backgrounds and experience levels. In addition to class visits, flyers and social media promotions, the recruitment team hosted an Informational Session for potential new members to learn more about the recruitment process. Haley Carroll, a Golin mentor of five years, came to offer potential new members her expertise on enhancing resumes, having successful interviews and writing professionally in order to improve their Inigo applications.

Closing out our recruitment, we reviewed applications and conducted in-person interviews, for the first time since COVID. Finally we invited 12 applicants to be a part of the Spring 2023 semester! We welcomed these members with a Coffee Chat event, in which they were able to meet current and future Inigoans.



*Final Showcase Post*

### DEI

As a part of our diversity, equity and inclusion efforts this semester, our Chief of Staff started hosting office hours where directors, coordinators and apprentices could drop in and voice concerns, ask questions about current deliverables or just stop in to talk. These office hours opened lines of communication between staff and leadership and gave staff members an opportunity to talk to the Chief of Staff about their concerns within their teams. Discussions around diversity, equity and inclusion within the workplace took place over the course of the semester with workshops led by our Chief of Staff and Firm Director. Staff members took an online DEI course through LinkedIn in which they learned about implementing inclusivity into a work setting through empathy. Following this, members split into groups to discuss their thoughts on the videos they watched and how they planned on taking the lessons learned through the course with them into their professional lives. Conversations and workshops help staff members have a holistic view of what working in an office should be like and can carry this knowledge with them to other aspects of their college careers and beyond.



# THANK YOU, FALL 2022 STAFF



inigo  
communications